Strategic Information Layers: Leading Redevelopment Market Potential

This map represents the draft results of using redevelopment market indicators to narrow the focus of the Established Area Growth and Change Strategy down from 179 communities, in order to focus the working groups and move forward toward enabling strategic growth in the short term. This work supports Deliverable #1 from the Strategy Scoping Report (PFC2018-0891) – to set the context for the work through definition of the area, data analysis, and influencing factors. This work was developed in consultation with Industry stakeholders.

Specifically, this map provides one information layer of an expected multi-layer evaluation process that will ultimately determine how areas in the Strategy will be analyzed and evaluated before Phase 1 strategic growth recommendations are made to Council in March 2020.

Legend
- Multi Community Planning Areas*
- LRT Stations
- MAX BRT Route
- Main Streets

Market Index
- Communities Not Included in EAGCS
- 1 - Short Term Market Potential
- 2
- 3
- 4 - Long Term Market Potential

*Multi Community Planning Areas are current as of April 2019. These areas may shift upon further review.

This Redevelopment Market Analysis used market indicators developed with stakeholders to create an index representing current market potential for residential redevelopment. This provides important information to help narrow the focus of the Established Area Growth and Change Strategy down from 179 communities. The number of communities in each category are approximately equal. This is the first step in identifying the most strategic areas in the Established Area.

This information will be considered alongside other factors in the Strategy as planning and investment recommendations are developed. Identification as a short-term potential market area does not guarantee an area will be recommended for investment. Other factors, including but not limited to community readiness, infrastructure capacity, and the pre-existence of a funding source (e.g., Rivers District) will also inform decision-making.